

Gemba

COVID-19 and sport – latest Australian insights

SPORT & ENTERTAINMENT INSIGHTS

20 AUGUST 2020



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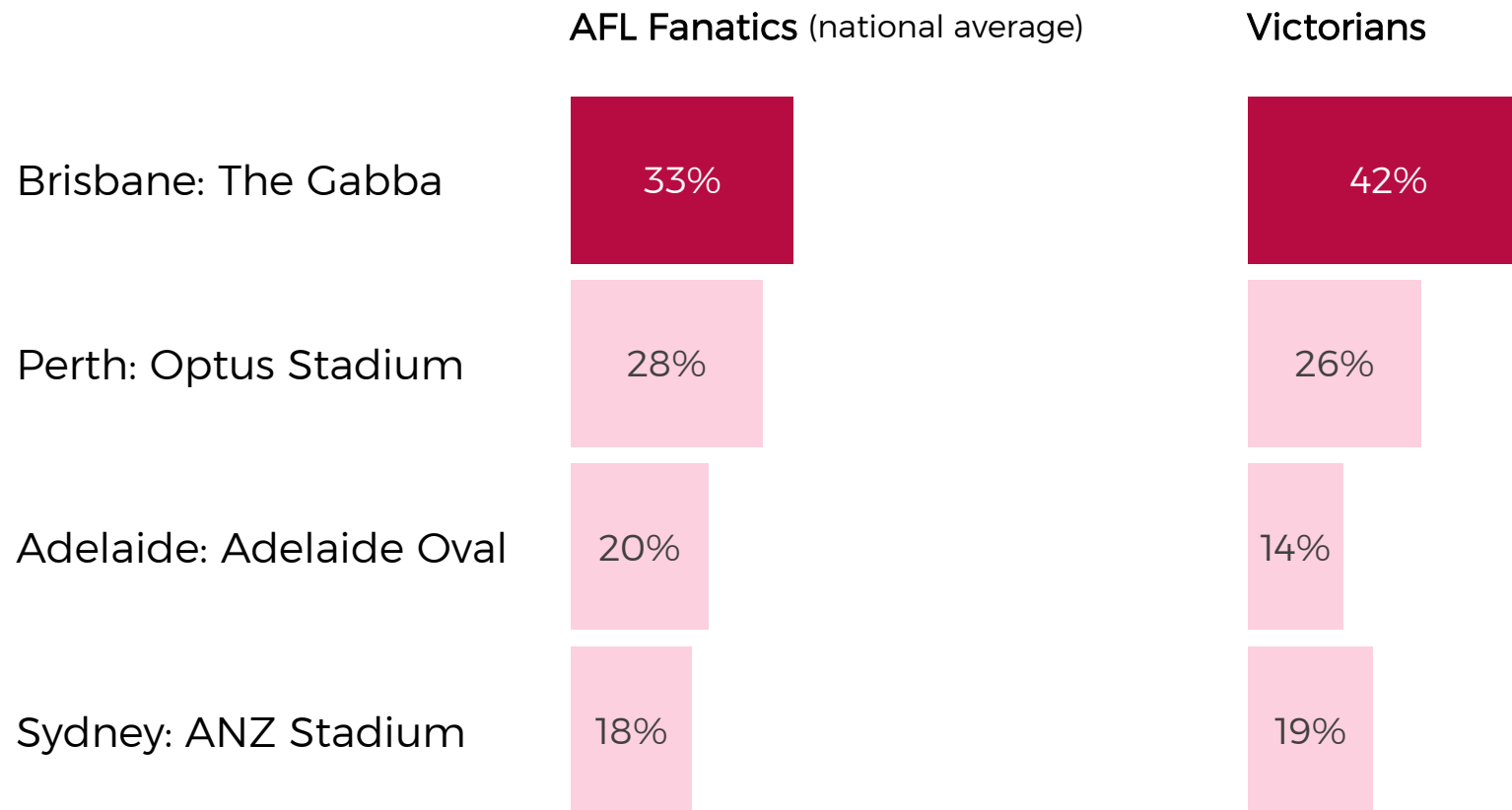
IF IT CAN'T BE HELD AT THE MCG, AFL FANS HAVE GIVEN THE GABBA IN BRISBANE THEIR BLESSING AS PREFERRED HOST FOR THE 2020 GRAND FINAL. BUT STATE-BASED PAROCHIALISM FOR A “HOME” FINAL REMAINS STRONG.

MEANWHILE, THERE ARE STILL MIXED OPINIONS ON THE SUCCESS OF ARTIFICIAL CROWD NOISE IN LIVE SPORT BROADCASTS.

AND OVER A THIRD OF AUSTRALIAN SPORTS FANATICS ARE SHOWING SIGNS OF DISCONNECTING FROM SPORT DURING COVID – PRESENTING A CHALLENGE AND OPPORTUNITY TO RE-ENGAGE THEM LEADING INTO 2021.

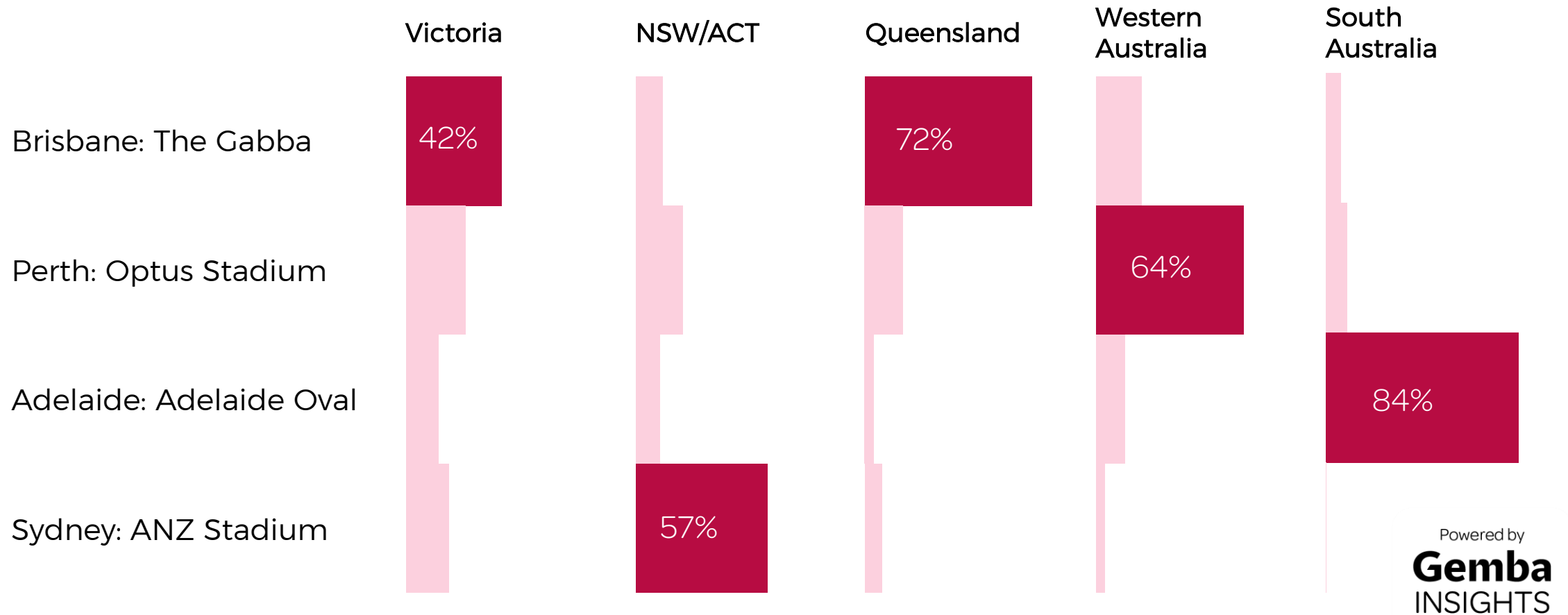
With the 2020 AFL Grand Final unlikely to be played at the MCG, the Gabba has fans' blessing as the preferred host

PREFERRED LOCATION FOR THE 2020 AFL GRAND FINAL (IF NOT MCG)



But on a state by state basis, South Australians are the most parochial, with 84% calling for the Adelaide Oval to host the Grand Final

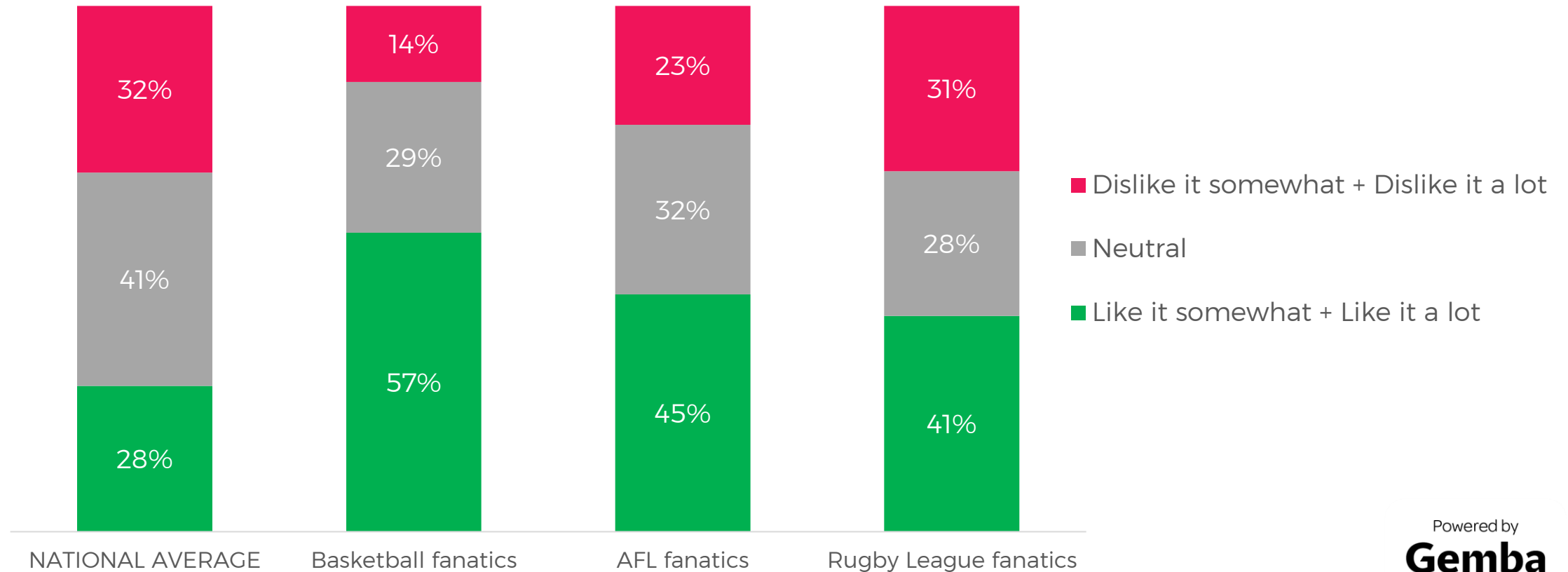
PREFERRED LOCATION FOR THE 2020 AFL GRAND FINAL (IF NOT MCG) | BY STATE



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Split opinions on artificial crowd noise to create atmosphere in empty stadiums – basketball fans the most supportive among those polled

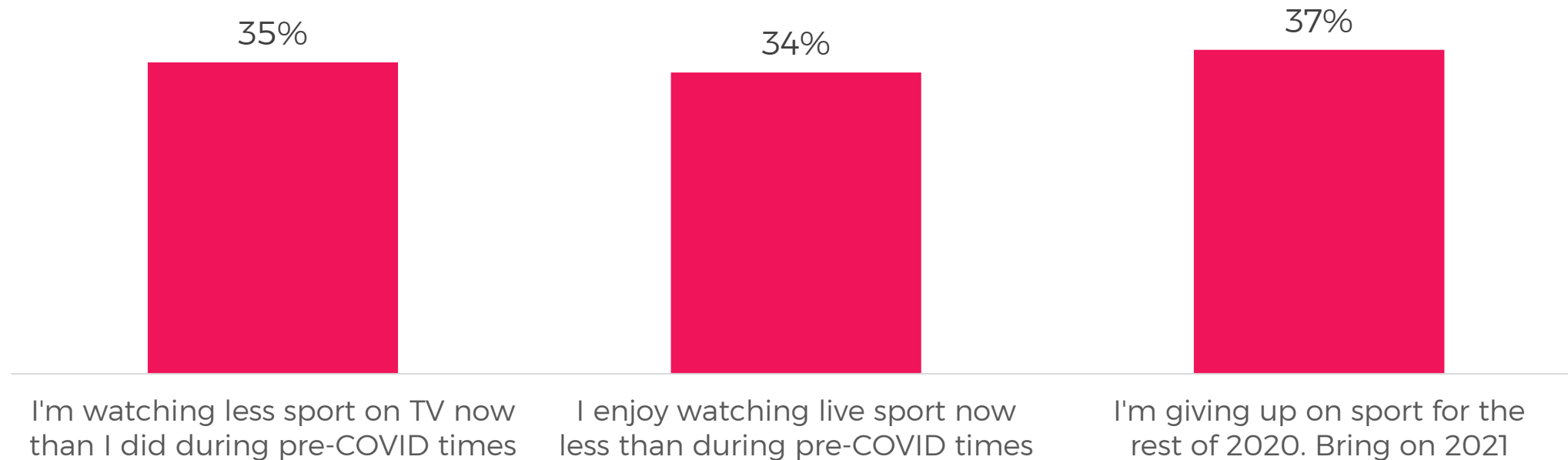
OPINION ON ARTIFICIAL CROWD SOUNDS DURING LIVE SPORT BROADCASTS | SELECTED SPORTS



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More than a third of sports fanatics are showing signs of disconnecting from sport during COVID – re-engaging these fans will be critical

PROPORTION OF AUSTRALIAN SPORTS FANATICS THAT AGREE WITH EACH STATEMENT



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Download our other COVID-19 research reports here
<http://thegembagroup.com/news/free-covid-19-sports-entertainment-insights/>

- Gemba conducted this poll of Australians over 17-18 August 2020
- Nationally representative sample n=313

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